

**Enrolled Memorandum of the Meeting
Study Session/Meeting
Twenty-Eighth Town Council of Highland
Monday, December 02, 2019**

The Twenty-Eighth Town Council of the Town of Highland, Lake County, Indiana met in a study session on **Monday, December 02, 2019** at 6:47 O'clock P.M., in the regular place, the meeting chambers of the Highland Municipal Building, 3333 Ridge Road, Highland, Indiana.

Silent Roll Call: Councilors Bernie Zemen, Mark Herak, Dan Vassar, and Steve Wagner were present. Councilor Konnie Kuiper was absent. The Clerk-Treasurer, Michael W. Griffin, was present to memorialize the proceedings. A quorum was attained.

Officials Present: Jared Tauber, Tauber Law Offices; Peter Hojnicky, Police Chief; Kenneth J. Mika, Building Commissioner; William R. Timmer, Jr., CFOD, Fire Chief; Lance Ryskamp, Redevelopment Assistant; and Kathy DeGuilio-Fox were also present.

Additional Officials Present: Larry Kondrat, Board of Waterworks Directors; Ed Dabrowski, IT Consultant (contract); and Tom Black, Town Councilor-elect Ward 4, were also present.

General Substance of Matters Discussed.

1. **Discuss the Complete Count Committee report.** Mr. Lance Ryskamp, Redevelopment Assistant and Co-Chair of the Complete Census Committee for Highland was recognized to review the report of the Committee setting for its plans for encouraging the highest participation in the forthcoming Decennial Census.

The Town Council and Mr. Ryskamp had a colloquy regarding the ways in which the count would be different in the current count than it was ten years ago. It was noted that the US Census bureau is emphasizing an on-line response. However, it was noted that the traditional paper and mail surveys would still be used.

The following report was filed with the Town Council.

**2020 CENSUS COMPLETE COUNT COMMITTEE
TOWN OF HIGHLAND**

November 21, 2019

TO: Members of the Highland Town Council & Highland Clerk-Treasurer
FROM: Lance Ryskamp- Co-Chair, Highland 2020 Census Complete Count Committee *LR*
RE: 2020 Census- Proposed Action Plan

Attached please find a copy of the proposed 2020 Census Action Plan developed by the Highland Complete Count Committee.

In December 2019, the Town Council, through Resolution 2018-50, established a Complete Count Committee to prepare for next Spring's national Census. As a result of this action, myself and Deputy Clerk-Treasurer Erin Stojic were placed as Co-Chairs of this committee. Since that time, to assist in this effort, we reached out to following: Victor Garcia, Highland School Board member; Linda Johnsen, Highland Branch Manager of the Lake County Library; Mary Luptak, Executive Director of the Highland Griffith Chamber of Commerce; Tim Huizenga of Highland's Faith Church; and, Rich Underkofler, a Highland resident and former US Census recruiter.

The committee met four times this year, including an October meeting with Susanne Hogan, the Northwest Indiana Coordinator for the US Census Bureau's Regional Office in Chicago. Through these discussions, as well as contact with the State of Indiana's Complete Count Committee, a draft Action Plan was formulated. The draft was reviewed by the Committee and Ms. Hogan for comment, and the final draft was approved at a meeting this morning, to forward unto the Town Council.

The two primary objectives of the Action Plan are to raise awareness among Highland residents as to the importance of participating in the 2020 Census, and to provide internet access opportunities for Highland residents through the use of temporary kiosks at various locations. This is the first census which can be done online, and the US Census is making a significant effort to encourage online participation. However, it is important to note that while online response is preferred and encouraged, residents will have the option to respond online, by mail, by phone, or by an in-person home visit by a Census worker.

Please review and accept the proposed action plan presented. While several of the action items are Civil Town of Highland related, many of them simply involve commitments to use such resources as the town newsletter, monthly WJOB radio program, messages on water bills, marquees on Highland town facilities and the like. While we intend to supplement this report with additional details on the kiosk activity, the Action Plan does not require an outlay of funds, but rather uses resources that the Town already pays for. In addition, the preliminary work on the kiosk proposal involves the use of volunteers and not town employees.

Please advise if this proposed plan is acceptable and if it is ok to proceed with the action items outlined in the report.

HIGHLAND 2020 CENSUS COMPLETE COUNT COMMITTEE ACTION PLAN- DRAFT

With the 2020 Census fast approaching, the Complete Count Committee has put together a proposed Action Plan. The Plan encompasses two major objectives: to raise awareness and encourage universal participation by Highland residents; and, secondly, to assist in providing internet access to Highland residents to help encourage filling out the census questionnaire online. This report outlines these two objectives, as well as providing a brief overview/ timeline of the Census process.

I. 2020 CENSUS OVERVIEW/ TIMELINE

The Census is mandated in the US Constitution in Article 1, Section 2, which reads in part: "...The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct..." The Census information is used for several purposes, including Congressional apportionment and distribution billions of dollars in federal, state and local funding. The State of Indiana estimates that it received \$17.9 Billion in 2016 from the federal government based on Census data and that every resident NOT counted, costs the Town of Highland and other communities approximately \$2,710 a year for ten years. Therefore, a complete, accurate count of Highland residents is critical.

On December 10, 2018 meeting, the Highland Town Council passed Resolution 2018-50, establishing a "Complete Count Committee" for the 2020 Census. The current CCC members include: Victor Garcia, a member of the Highland School Board; Mary Luptak, Executive Director of the Highland Griffith Chamber of Commerce; Linda Johnsen, Branch Manager of the Highland Branch of the Lake County Public Library; Tim Huizenga, of Faith Church in Highland; and, Rich Underkofler, Past Recruiting Assistant working in NW Indiana with the US Census Bureau. The Committee is Co-Chaired by Deputy Clerk-Treasurer Erin Stojic and Redevelopment Commission Assistant Lance Ryskamp.

During the remainder of 2019, the US Census Bureau, locally through the Chicago Regional Office, has the primary focus of recruiting local residents who wish to work on the 2020 Census. Among the millions of part-time, temporary positions to be filled nationwide, many job opportunities exist here in NW Indiana to work out the Census office in Merrillville. The Highland CCC has been promoting these job opportunities through its established social media outlets on Facebook (Highland IN 2020 Census), Twitter (@HighlandCensus) and Instagram (@highlandcensus2020). Through the balance of the year, the committee will continue to promote job recruitment, in the hope that ultimately the on-the-ground census work in Highland is done by Highland residents.

Beginning in January, 2020, the US Census Bureau will begin a massive, nationwide promotional campaign to raise awareness and encourage participation in the Census. In February, the Bureau will begin efforts targeting group quarters, such as college dormitories, senior citizen housing, prisons, etc. On or around March 10, 2020, postcards will be sent out inviting residents to complete the Census form online. This postcard will provide an individualized code to be used when completing the form. It should be noted that while online participation is being emphasized, **everyone will have the option to complete the form either online (including through use of a smart phone), by mail or by phone.** Multiple reminders will be mailed out during the period of March until May, at which time people who have not completed the Census in any manner will begin to be contacted by an in-person Census worker visit.

II. 2020 CENSUS HIGHLAND OUTREACH

The primary activity of the Highland CCC will be to raise community awareness and encourage universal participation in the 2020 Census. This will be accomplished through a variety of means, including, but not limited to the following: press releases; social media posts; newsletter articles; proclamations; and, presentations to Highland civic organizations.

Specifically, the Highland CCC is asking for permission and approval from the Highland Town Council and its various departments for the following:

1. Dedicated Gazebo Express articles on the Census at a minimum, in January and March 2020, as well as Census reminders on the home page of the town's website.
2. Highland Census reminders on Highland water bills in February, March and April 2020.
3. Highland Census activities featured on the March edition of the Town's monthly WJOB radio show.
4. A Town Council Census Day Proclamation at a March Town Council meeting to highlight the Census and encourage residents to participate in the 2020 Census.
5. A Census message in March on the electronic billboard, located on Indianapolis Blvd.
6. Census messages in March and April on Town of Highland facility marquees.
7. To highlight specific town projects that were completely or partially funded by federal, state and county revenue sources which use Census population data to determine distribution.
8. Complete Count Committee media releases.
9. Providing an online kiosk at Lincoln Center to provide internet access to residents (See Section III below).

In addition to these efforts, the Committee will also be seeking to accomplish outreach activities with the following groups and entities:

School Town of Highland

1. A dedicated Census article in the STOH's quarterly newsletter in February 2020.
2. Census messages at school board meetings and on STOH social media, website and marquees.
3. Outreach to school PTO's
4. If possible, an education component about the history and importance of the US Census in the classrooms.
5. To highlight specific school programs and projects that were completely or partially funded by federal, state and county revenue sources which use Census population data to determine distribution.

6. Providing an online kiosk capacity at the schools to provide internet access to residents (See Section III below).

Highland Christian School & Our Lady of Grace School

1. A dedicated Census article in the schools' newsletters in February or March 2020.
2. Census messages at school board meetings and on school social media, website and marquees.
3. Outreach to school PTO's
4. If possible, an education component about the history and importance of the US Census in the classrooms.

Highland Branch of the Lake County Public Library

1. A dedicated Census article in the library's newsletter in February or March 2020.
2. Census messages on library social media, website and bulletin boards.
3. If possible, an event highlighting the history and importance of the US Census.
4. Providing an online kiosk capacity at the library to provide internet access to residents (See Section III below).

Highland Griffith Chamber of Commerce

1. A dedicated Census article in the Chamber's monthly newsletter in March 2020.
2. Census messages on Chamber social media.
3. Presentation at the Chamber's March 10th meeting.

North Township

1. Outreach assistance through available Township communication and social media outlets.

Highland Civic & Veteran Organizations/ Churches/ Highland Businesses

1. Census messages on social media and marquees.
2. Presentations at organization meetings, in either February or March.
3. Census information placed in church bulletins, newsletters, and church lobbies.

III. INTERNET ACCESS ASSISTANCE

More than any other, the 2020 Census is emphasizing response, via internet. While that is a major emphasis in the committee's outreach activities, an effort is being made to increase internet access to Highland residents who may not have it. Census statistics estimate that among Highland's six census tracts that a range of 10.9% to as much as 22.7% of residents within those tracts either have no home internet subscription or have dial-up service only.

In order to provide additional internet access, the committee is looking to establish satellite kiosk sites around town during the period between March 16th and April 30th. At these sites, residents would receive assistance accessing the Census site, BUT NOT assistance filling out the Census questionnaire. Tentative sites for these kiosks are:

- Highland Branch of the Lake County Public Library
- Lincoln Center
- School Town of Highland

Other possible locations may be sought out by the committee, or offered by other agencies, organizations or groups. Currently, the logistics and designated manpower and equipment for these sites are being examined, with the intent being to use volunteers to assist residents.

More information on the number, location and logistics of these kiosk sites will be provided in a supplemental report after the first of the year.

2. *Discussed the Likely matters to be placed on the Agenda for Monday, November 25.*
The Town Clerk-Treasurer reviewed with the Town Council the listed matters for its consideration at its Monday, December 09, 2019 Plenary business meeting.

There being no further business necessary or desired to be discussed by the Town Council, the regular study session of the Town Council of **Monday, December 02, 2019**, was adjourned at 6:55 o'clock p.m.

Michael W. Griffin, IAMC/MMC/CPFA/CPFIM/CMO
Clerk-Treasurer